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# **Value for the Money**

- At \$5.99 per pound, half rate the product a very/fairly good value for the money. Low value scores are driven by respondents who expressed neutral or negative purchase after use.

	<u>Total</u>	<u>After-Use Purchase Intent</u>	
		<u>Positive</u>	<u>Neutral/ Negative</u>
<b>Base: Total</b>	(104)	(61)	(43)
	%	%	%
<b>Very/Fairly Good Value</b>	<u>49</u>	<u>62</u>	<u>30</u>
Very good value	16	25	5
Fairly good value	33	38	26
Average value	40	33	51
Somewhat poor value	6	2	12
Very poor value	4	2	7
<b>Somewhat/Very Poor Value</b>	<u>10</u>	<u>3</u>	<u>19</u>

☐ = Significantly higher at the 90% confidence level.

### Anticipated Frequency of Purchase

- On average, respondents anticipate buying this product 1.7 times per month.

	<u>Total</u>
Base: Total	(104)
	%
More than Once a Month	<u>58</u>
Once a week or more	14
Once every 2-3 weeks	44
Once a Month or Less Often	<u>43</u>
Once a month	27
Once every 2-3 months	8
Every 4 months or less	6
Never	2
Avg. # of times per month	1.7

# **Performance vs. Expectations**

- Seven in 10 report that the turkey breast was better than expected, and 3 in 10 found it about the same. Only a handful was disappointed.
- Among those expressing neutral/negative purchase intent after use, half found the product better than expected -- suggesting something other than taste, texture, or appearance (i.e., price) is inhibiting commitment.

	<u>Total</u>	<u>After-Use Purchase Intent</u>	
		<u>Positive</u>	<u>Neutral/ Negative</u>
<b>Base: Total</b>	(104)	(61)	(43)
	%	%	%
<b>Better Than Expected</b>	69	82	51
Much better	32	43	16
Somewhat better	38	39	35
About the same	27	18	40
Not quite as good	2	-	5
Not nearly as good	2	-	5
<b>Not As Good As Expected</b>	4	-	9

= Significant at the 90% confidence level.

## PRODUCT DIAGNOSTICS / CHARACTERISTICS

### Diagnostics

- In total, after-use diagnostics point to only one potential negative -- relatively frequent reports of a processed texture. Those neutral or negative after use also complain of a weak turkey flavor, processed taste, and too moist surface.
- Scores are at good levels on all other measures.

	<u>Total</u>	<u>After-Use Purchase Intent</u>	
		<u>Positive</u>	<u>Neutral/ Negative</u>
	(104)	(61)	(43)
	%	%	%
<b>Edge Color</b>			
Too dark	14	10	19
Just right	68	71	64
Too light	18	19	17
<b>Meat Color</b>			
Too dark	4	3	5
Just right	87	85	91
Too light	9	12	5
<b>Aroma</b>			
Good aroma	81	92	67
No aroma	16	7	29
Bad aroma	3	2	5
<b>Surface Moistness</b>			
Too moist	17	13	21
Just right	80	87	59
Too dry	4	-	10

(continued)

	<u>Total</u>	<u>After-Use Purchase Intent</u>	
		<u>Positive</u>	<u>Neutral/ Negative</u>
	(104)	(61)	(43)
	%	%	%
<b>Turkey Flavor</b>			
Too strong	4	5	2
Just right	85	92	74
Not strong enough	12	3	23
<b>Saltiness</b>			
Too salty	14	13	16
Just right	77	82	70
Not salty enough	9	5	14
<b>Taste</b>			
Natural taste	88	95	79
Processed taste	12	5	21
<b>Texture</b>			
Too firm/tough	6	5	7
Just right	88	92	81
Too soft/tender	7	3	12
<b>Chewiness</b>			
Too chewy	5	3	7
Just right	94	97	91
Not chewy enough	1	-	2
<b>Texture</b>			
Natural texture	76	80	70
Processed texture	24	20	30
<b>Juiciness</b>			
Too juicy	6	5	7
Just right	89	93	84
Too dry	5	2	9
<b>Leanness</b>			
Too lean	3	2	5
Just right	95	97	93
Too fatty	2	2	2
<b>Aftertaste</b>			
Good aftertaste	35	34	36
No aftertaste	60	62	57
Bad aftertaste	5	3	7

☐ = Significant at the 90% confidence level

## USAGE BY OTHER FAMILY MEMBERS

- Seven in 10 respondents report that at least one other family member ate the turkey breast -- mainly the spouse or another adult age 18+.

	<u>Total</u>
<b>Base: Total</b>	<b>(104)</b>
	%
Spouse	44
Other adult(s) 18+	23
Child age under 5	18
Child age 5-7	8
Child age 8-10	5
Child age 11-13	7
Child age 14-17	12
No one else	27

## PRODUCT USAGE

- Most served the turkey breast in a cold sandwich. An average of 2.2 people ate the product.

	<u>Total</u>
<b>Base: Total</b>	<b>(104)</b>
	<b>%</b>
<b>Ways Served</b>	
In a sandwich	83
As is by itself	37
In a salad	5
As the main meat in a meal	3
<b>How Served</b>	
Heated	3
Cold	92
Both	5
<b># of People Served with the Product</b>	
1 person	27
2 people	45
3 people	12
4 people	9
5 or more people	8
Avg. # of people	2.2



**APPENDIX**

- 21 -

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**CRPF00314**

**PTO-002680**

**FREQUENCY OF PURCHASING DELI  
TURKEY BREAST**

	<u>Total</u>
<b>Base: Total</b>	<b>(104)</b>
	<b>%</b>
<b>More than Once a Month</b>	<b><u>68</u></b>
Once a week or more	24
Once every 2-3 weeks	44
<b>Once a Month or Less Often</b>	<b><u>33</u></b>
Once a month	14
Once every 2-3 months	10
Every 4 months or less	2
Never	7
<b>Avg. # of times per month</b>	<b>2.0</b>

**TYPE OF DELI TURKEY  
BUY AND EAT MOST OFTEN**

	<b>Total</b>
<b>Base: Ever Buy</b>	<b>(97)</b>
	<b>%</b>
Oven roasted turkey breast	55
Smoked turkey breast	25
Honey roasted turkey breast	15
Browned turkey breast	1
Other	1
Don't know	3

# **BRANDS OF DELI TURKEY BREAST PURCHASED**

	<b>Past 3 Months</b>	<b>Most Often</b>
<b>Base: Ever Buy</b>	<b>(97)</b>	<b>(97)</b>
	<b>%</b>	<b>%</b>
Butterball	55	21
Healthy Choice	36	12
Dietz & Watson	23	11
Sara Lee	23	7
Louis Rich	22	5
Boar's Head	20	7
Wampler-Longacre	11	4
Jennie-O	9	4
Mr. Turkey	6	1
Store brand	19	9
Other	13	2
Don't know brand name	7	15

**HEALTHY CHOICE PRODUCTS  
PURCHASED IN PAST 3 MONTHS**

	<u>Total</u>
<b>Base: Total</b>	<b>(104)</b>
	<b>%</b>
Frozen entrees	44
Service deli lunch meat	34
Soup	29
Ice cream	26
Prepackaged lunch meat	24
Cheese	17
Popcorn	17
Cereal	15
Hot dogs	15
Pasta sauce	9
Bread	7
Smoked sausage	7
Other	3
None	12

# DEMOGRAPHICS

	<u>Total</u>
<b>Base: Total</b>	(104)
	%
<b>Age</b>	
Under 40	46
40 or over	54
<b>Education</b>	
No college	38
Some college or more	63
<b>Income</b>	
Under \$30,000	20
\$30,000 or more	66
Don't know/refused	13
Average	\$14.4K

# Healthy Choice Golden Oven Roasted Turkey

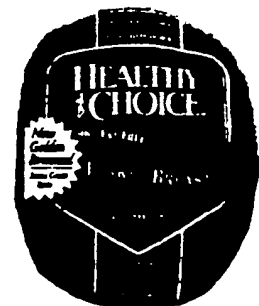


Healthy Choice Golden Oven Roasted Turkey Breast is oven rack roasted and carefully browned to ensure a delicious, tender taste. With its golden brown color, Healthy Choice Golden Oven Roasted Turkey Breast looks and tastes just like you roasted it at home.

Because it's from Healthy Choice, this tender turkey breast is made from the finest lean ingredients, and has just the right combination of seasonings and moistness. Plus, it's low in fat and has reduced calories and cholesterol.

Healthy Choice Golden Oven Roasted Turkey Breast is sold at your service deli counter, so you can purchase in any amount needed.

Nutrition Facts		
	Amount per 2 oz serving	% Daily Value
Calories	60	
Total Fat	1g	2%
Saturated Fat	0.5g	3%
Cholesterol	25 mg	8%
Sodium	390 mg	16%
Total Carbs	1g	0%
Protein	10g	20%



Price: \$5.99/lb

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CRPF00320

PTO-002686

# HEALTHY CHOICE.



INGREDIENTS: TURKEY BREAST MEAT, TURKEY BROTH, CONTAINS 2% OR LESS OF CARRAGEENAN, DEXTROSE, FLAVORING, POTASSIUM PHOSPHATES, SALT, SODIUM PHOSPHATES.



OMAHA, NE 68102

FULLY COOKED  
KEEP REFRIGERATED

NET WT 400g

IN-HOME CONSUMER TEST (NOT FOR RETAIL SALE)

## Nutrition Facts

Serving Size 2 Slices (57g)

Servings per Container varied

Amount Per Serving 1 slice

Calories 60 30

Calories from Fat 10 5

% Daily Values\*\*

Total Fat 1g, 0.5g\* 2% 1%

Saturated Fat 0.5g, 0g 3% 0%

Cholesterol 25mg, 15mg 8% 5%

Sodium 390mg, 200mg 16% 8%

Total Carbohydrate 1g, 0g 0% 0%

Dietary Fiber 0g, 0g 0% 0%

Sugars 1g, 0g

Protein 10g, 5g 20% 10%

Not a significant source of Vitamin A, Vitamin C, Calcium or Iron.

\*Amount of Nutrients in one slice.

\*\*Percent Daily Values are based on a 2,000 calorie diet.

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CRPF00321

PTO-002687



THE FOLLOWING QUESTIONS ARE FOR CLASSIFICATION PURPOSES ONLY.

3. How many people live in your household, including yourself? (CIRCLE BELOW)

1      2      3      4      5      6 or more      23

4. Are there any children under 18 currently living at home?

Yes—> age under 6 .....1      24  
                     age 6 - 12 .....2  
                     age 13 - 17 .....3  
                     No children under 18 .....4

5. Are you, yourself, employed outside your home?

1 No  
 2 Yes . . . Is that . . .  
                     Full-time .....3      25  
                     or, Part-time .....4

6. What is the highest level of formal education you completed?

Some high school or less .....1      26  
 High school graduate .....2  
 Trade/Technical/Secretarial .....3  
 Some college .....4  
 College degree .....5  
 Advanced degree .....6

7. (HAND CARD D) Which of these best describes the total yearly income of your household before taxes? Just read me the letter.

H. Under \$15,000.....1      27  
 J. \$15,000 but less than \$20,000.....2  
 K. \$20,000 but less than \$25,000.....3  
 L. \$25,000 but less than \$30,000.....4  
 M. \$30,000 but less than \$40,000.....5  
 P. \$40,000 but less than \$50,000.....6  
 R. \$50,000 but less than \$75,000.....7  
 S. \$75,000 or more .....8  
     Refused. ....9

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## PLACEMENT

As a part of this survey, we'd like to give you some slices of Healthy Choice Golden Oven Roasted Turkey Breast to eat at home **during the next 2 days**, along with a questionnaire to record your opinions. In order to participate, you, yourself, must eat some of the product and complete the questionnaire. There is no cost or obligation other than we will telephone you in 2 days to obtain your reaction to the product.

8a. Would you be willing and available to participate in this survey?

1 Yes 2 No (DISCONTINUE. SAVE SCREENER) 28

8b. Will you be home during the next couple of days or so?

3 Yes                      4 No (DISCONTINUE. SAVE SCREENER)

8c. Do you have a telephone in your home?

5 Yes 6 No (DISCONTINUE. SAVE SCREENER)

8d. Please come with me so I can get your product and my supervisor can verify this interview.  
(ESCORT TO FACILITY. VERIFY ID)

7 ID verified      8 ID not verified (DISCONTINUE. SAVE SCREENER)

(PLACE WHOLE WRAPPED TURKEY BREAST IN FRONT OF RESPONDENT)

While my supervisor gets your product, I'd like to show you the Healthy Choice Golden Oven Roasted Turkey Breast and ask you a few questions about it.

9. (HAND CARD E) Which one statement best describes how much you like or dislike the overall appearance of this product?

Like extremely .....	9	29
Like very much .....	8	
Like moderately .....	7	
Like slightly .....	6	
Neither like nor dislike .....	5	
Dislike slightly .....	4	
Dislike moderately .....	3	
Dislike very much .....	2	
Dislike extremely .....	1	

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10. (HAND CARD F) Which one statement best describes the outside color of the turkey breast?

Much too dark.....5 30  
 A little too dark.....4  
 Just right.....3  
 A little too light.....2  
 Much too light.....1

11. (HAND CARD G) And which one statement best describes the shape of this turkey breast?

Very natural shape .....4 31  
 Somewhat natural shape .....3  
 Somewhat processed shape.....2  
 Very processed shape .....1

(REMOVE TURKEY BREAST FROM VIEW. OBTAIN PRODUCT) (PLACE ONE PACKAGE OF PRODUCT AND DIARY IN BAG AND SAY:) Please fill out this questionnaire and keep it handy. We will be asking you these questions when we call you. (REVIEW PACKET)

(OBTAIN INFORMATION - PRINT CLEARLY)

First Name  Last Name   
 Street  Apt. No.   
 City  State  ZIP Code   
 Interviewer  Verified By  Date of Interview   
 Area Code  Phone No.  Initials  Initials  Month  Day  Year

32 - 35

(CIRCLE ONE NUMBER)

	1	2	3	4	5	6	7
Date Placed:	5-20	5-21	5-22	5-23	5-24	5-25	5-26
Callback Date:	5-22	5-23	5-24	5-25	5-26	5-27	5-28

Mall: \_\_\_\_\_  
 (fill in)

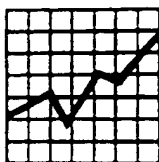
TIME OF CALLBACK:  
 9:00a.m. - 12:00 p.m. .... 1  
 12:00 p.m. - 5:00 p.m. .... 2  
 5:00 p.m. - 9:00 p.m. .... 3

36

Thank you!

80 - 1

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LUHRS MARKETING RESEARCH CORPORATION

676 St. Clair Street - Suite 2100  
Chicago, Illinois 60611-2985  
Telephone 1 312 944-4400  
Fax 1 312 944-4967

Dear Consumer,

Thank you very much for participating in our product study. By giving us information about this product, you will actually be taking part in the development of new food ideas and better products. Since only a few households are being selected to participate, it is important that we have your opinions about this product. For this reason, please be sure that you, yourself, eat some of it. It is important that no one outside of your household is given any of the product.

We think you will find the questionnaire interesting and easy to fill out. **Please eat the Healthy Choice Golden Oven Roasted Turkey Breast within the next 2 days. Use it however you would normally eat it.**

Keep the product refrigerated.

Keep this questionnaire handy so that you can read us your answers when we call you.

If you have any questions, call me at our toll free number: 1 800 222-5847 x22.

Thank you for your help!

Sincerely,

Dawne Watts

CALLBACK DATE: \_\_\_\_\_ CALLBACK TIME: \_\_\_\_\_

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**SECTION I - OVERALL REACTION**

1. Which on statement best describes h w much you like or dislike this product overall? (CIRCLE ONE NUMBER)

Like extremely .....9  
 Like very much .....8  
 Like moderately .....7  
 Like slightly .....6  
 Neither like nor dislike .....5  
 Dislike slightly .....4  
 Dislike moderately .....3  
 Dislike very much .....2  
 Dislike extremely .....1

- 2a. What, if anything, did you particularly like about this product? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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- 2b. What, if anything, did you particularly dislike about this product? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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- 3a. How likely would you be to buy this product if it were available in a store where you usually shop, at a price of \$5.99 a pound? (CIRCLE ONE NUMBER)

Definitely buy it.....5  
 Probably buy it.....4  
 Might or might not buy it .....3  
 Probably not buy it.....2  
 Definitely not buy it.....1

- 3b. Why do you say that? (PLEASE BE AS SPECIFIC AS POSSIBLE)

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4. How often do you think you would buy this product in the future? (CIRCLE ONE NUMBER)

More than once a week .....1  
 Once a week.....2  
 Once every 2 weeks .....3  
 Once every 3 weeks .....4  
 Once a month.....5  
 Once every 2 to 3 months .....6  
 Once every 4 to 6 months .....7  
 Once or twice a year .....8  
 Less than once a year .....9  
 Never.....0

5. How would you rate this product for value for the money at the price of \$5.99 per pound? (CIRCLE ONE NUMBER)

Very good value.....5  
 Fairly good value .....4  
 Average value .....3  
 Somewhat poor value .....2  
 Very poor value .....1

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6a. How well did this product meet your expectations? (CIRCLE ONE NUMBER)

- Much better than expected .....5  
 Somewhat better than expected .....4  
 About the same as expected .....3  
 Not quite as good as expected .....2  
 Not nearly as good as expected .....1

(ANSWER Q.6b)

6b. In what ways was it not as good as expected?

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7. For each of the following statements, please indicate how much you agree or disagree that the statement describes this product. (CIRCLE ONE NUMBER FOR EACH STATEMENT)

	AGREE COMPLETELY	AGREE SOMEWHAT	NEITHER AGREE NOR DISAGREE	DISAGREE SOMEWHAT	DISAGREE COMPLETELY
Is a high quality product.....	5	4	3	2	1
Is a good value for the money .....	5	4	3	2	1
Is a brand I can trust .....	5	4	3	2	1
Has a good taste.....	5	4	3	2	1
Is a very convenient product .....	5	4	3	2	1
Is a product I would expect from Healthy Choice.....	5	4	3	2	1
Is like turkey breast sliced from a homemade turkey .....	5	4	3	2	1

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8. Please circle the appropriate number below for all other family members who ate this turkey breast. Then, circle the number that corresponds to how well that member liked the product. If no one else ate it, circle the number for "No one".

**OVERALL RATING**

	Who Else Ate	Liked Extremely	Liked Very Much	Liked Moder- ately	Liked Slightly	Neither Liked Nor Disliked	Disliked Slightly	Disliked Moder- ately	Disliked Very Much	Disliked Extremely
Spouse .....	1	9	8	7	6	5	4	3	2	1
Other Adult(s) 18+ .....	2	9	8	7	6	5	4	3	2	1
Child Age Under 5 .....	3	9	8	7	6	5	4	3	2	1
Child Age 5-7 .....	4	9	8	7	6	5	4	3	2	1
Child Age 8-10 .....	5	9	8	7	6	5	4	3	2	1
Child Age 11-13 .....	6	9	8	7	6	5	4	3	2	1
Child Age 14-17 .....	7	9	8	7	6	5	4	3	2	1
Other (Specify)										
_____	8	9	8	7	6	5	4	3	2	1
No one .....	9									

**SECTION II - REACTION TO PRODUCT BEFORE EATING****9. OVERALL APPEARANCE:**

Like extremely .....	9
Like very much .....	8
Like moderately .....	7
Like slightly .....	6
Neither like nor dislike .....	5
Dislike slightly .....	4
Dislike moderately .....	3
Dislike very much .....	2
Dislike extremely .....	1

**10. EDGE COLOR:**

Much too dark .....	5
A little too dark .....	4
Just right .....	3
A little too light .....	2
Much too light .....	1

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11. MEAT COLOR:

Much too dark.....5  
A little too dark.....4  
Just right.....3  
A little too light.....2  
Much too light.....1

12. AROMA:

Very good aroma .....5  
Slightly good aroma.....4  
No aroma .....3  
Slightly bad aroma.....2  
Very bad aroma.....1

13. SURFACE MOISTNESS:

Much too moist.....5  
A little too moist .....4  
Just right.....3  
A little too dry.....2  
Much too dry.....1

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SECTION III - REACTION TO PRODUCT AFTER EATING

14. OVERALL FLAVOR:

Like extremely .....9  
Like very much .....8  
Like moderately .....7  
Like slightly .....6  
Neither like nor dislike .....5  
Dislike slightly .....4  
Dislike moderately .....3  
Dislike very much .....2  
Dislike extremely .....1

15. TURKEY FLAVOR:

Much too strong.....5  
A little too strong .....4  
Just right.....3  
Not quite strong enough.....2  
Not nearly strong enough.....1

16. **SALTINESS:**
- Much too salty .....5
  - A little too salty .....4
  - Just right.....3
  - Not quite salty enough.....2
  - Not nearly salty enough.....1
17. **PROCESSED VS. NATURAL TASTE:**
- Very natural tasting.....4
  - Somewhat natural tasting.....3
  - Somewhat processed tasting.....2
  - Very processed tasting.....1
18. **OVERALL TEXTURE OF THE MEAT (the way it feels in your mouth):**
- Like extremely .....9
  - Like very much .....8
  - Like moderately .....7
  - Like slightly .....6
  - Neither like nor dislike .....5
  - Dislike slightly.....4
  - Dislike moderately.....3
  - Dislike very much.....2
  - Dislike extremely.....1
19. **TEXTURE OF THE MEAT:**
- Much too firm/tough.....5
  - A little too firm/tough.....4
  - Just right.....3
  - A little too soft/tender.....2
  - Much too soft/tender.....1
20. **CHEWINESS:**
- Much too chewy .....5
  - A little too chewy.....4
  - Just right.....3
  - Not quite chewy enough.....2
  - Not nearly chewy enough.....1
21. **PROCESSED VS. NATURAL TEXTURE:**
- Very natural texture .....4
  - Somewhat natural texture .....3
  - Somewhat processed texture.....2
  - Very processed texture .....1

22. JUICINESS:
- Much too juicy .....5
  - A little too juicy .....4
  - Just right.....3
  - A little too dry.....2
  - Much too dry.....1
23. LEANNESS:
- Much too lean .....5
  - A little too lean .....4
  - Just right.....3
  - A little too fatty.....2
  - Much too fatty.....1
24. AFTERTASTE:
- Very good aftertaste.....5
  - Slightly good aftertaste .....4
  - No aftertaste.....3
  - Slightly bad aftertaste .....2
  - Very bad aftertaste .....1

#### SECTION IV - PRODUCT PREPARATION

25a. How did you serve the product?

- As is by itself .....1
- In a sandwich .....2
- As the main meat in a meal.....3
- In a salad .....4
- In a recipe .....5
- Other (SPECIFY) .....6

25b. Did you serve the product ...?

- Heated.....1
- Cold.....2

26. How many people did you serve with the product?

1                      2                      3                      4                      5 or more

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**SECTION V - PRODUCT PURCHASES**

27. About how often do you buy turkey breast lunch meat that has been sliced to order and purchased from a grocery store service deli? (CIRCLE ONE NUMBER)

More than once a week .....1  
 Once a week .....2  
 Once every 2 weeks .....3  
 Once every 3 weeks .....4  
 Once a month .....5  
 Once every 2-3 months .....6  
 Once every 4-5 months .....7  
 Once or twice a year .....8  
 Less than once a year .....9  
 Never (SKIP TO Q.30) .....0

28. What type of turkey breast lunch meat that was purchased from a grocery store service deli do you purchase and eat most often? (CIRCLE ONE NUMBER)

Oven roasted turkey breast .....1  
 Smoked turkey breast .....2  
 Browned turkey breast .....3  
 Honey roasted turkey breast .....4  
 Other (SPECIFY) .....5

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- 29a. Which of the following brands of turkey breast lunch meats that were purchased from a grocery store service deli have you purchased in the past three months? (PLEASE ANSWER UNDER Q.29a)
- 29b. Which one brand do you purchase most often? (PLEASE ANSWER UNDER Q.29b)

	Q.29a PAST 3 MONTHS	Q.29b MOST OFTEN
Bil Mar.....	1	1
Butterball.....	2	2
Boar's Head .....	3	3
Dietz & Watson.....	4	4
Healthy Choice.....	5	5
Jennie-O .....	6	6
Louis Rich.....	7	7
Mr. Turkey .....	8	8
Plantation .....	9	9
Russer.....	0	0
Sara Lee .....	X	X
Thumann .....	R	R
Wampler-Longacre .....	1	1
Store brand.....	2	2
Other brand not listed.....	3	3
Don't know brand name.....	4	4

30. Which of the following types of Healthy Choice products, if any, have you purchased in the past 3 months?

Bread.....	1
Cereal .....	2
Cheese.....	3
Frozen entrees.....	4
Hot dogs.....	5
Ice cream.....	6
Pasta sauce .....	7
Popcorn .....	8
Prepackaged lunch meat .....	9
Service deli lunch meat.....	0
Smoked sausage.....	X
Soup.....	R
Other (SPECIFY) .....	1
None.....	2

PLEASE KEEP THIS QUESTIONNAIRE HANDY SO YOU CAN READ YOUR ANSWERS TO US WHEN WE CALL. THANK YOU!